



The CITY of
EDINA



PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

Planning Workshop 1

Edina | 10-14-15

Agenda

Time	Topic
30 min	Welcome + Agenda Overview Workshop Objectives Introductions
20 min	Partners in Energy Overview w/ Q&A
15 min	Initial Baseline Data w/ Q&A
	Break
15 min	Past & Present Energy Initiatives in Edina w/ Q&A
45 min	Energy Visioning Activity
10 min	Wrap-up & Introduce Topics for Next Time

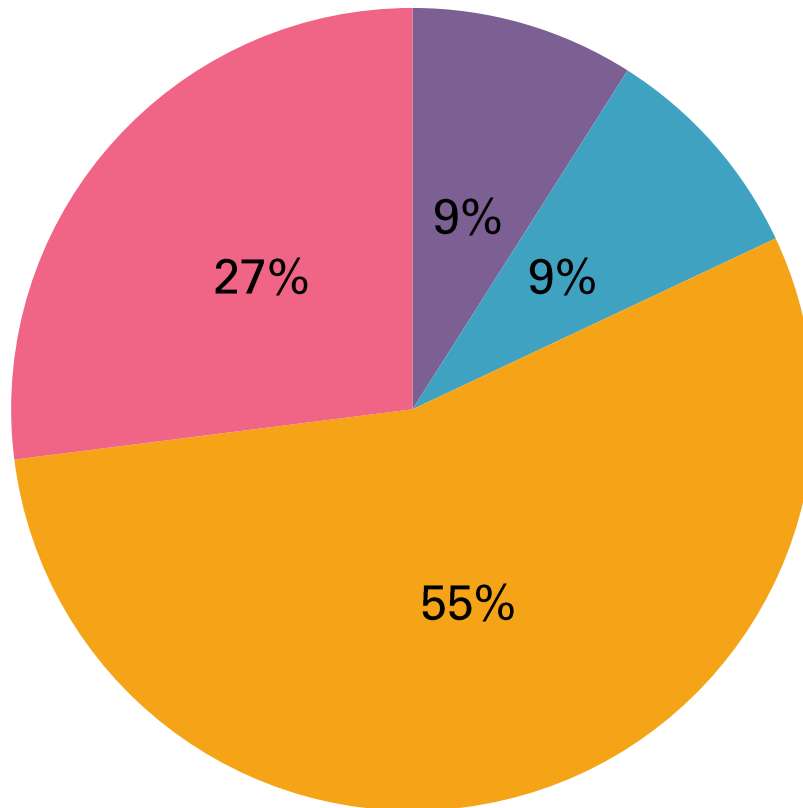
Workshop 1 Objectives

By the end of the workshop we will:

- 1) Get acquainted
- 2) Familiarize you with Xcel Energy's Partners in Energy offerings and roles
- 3) Discuss Edina's electric energy data
- 4) Identify past and present Edina energy efforts
- 5) Share visions for Edina's energy future

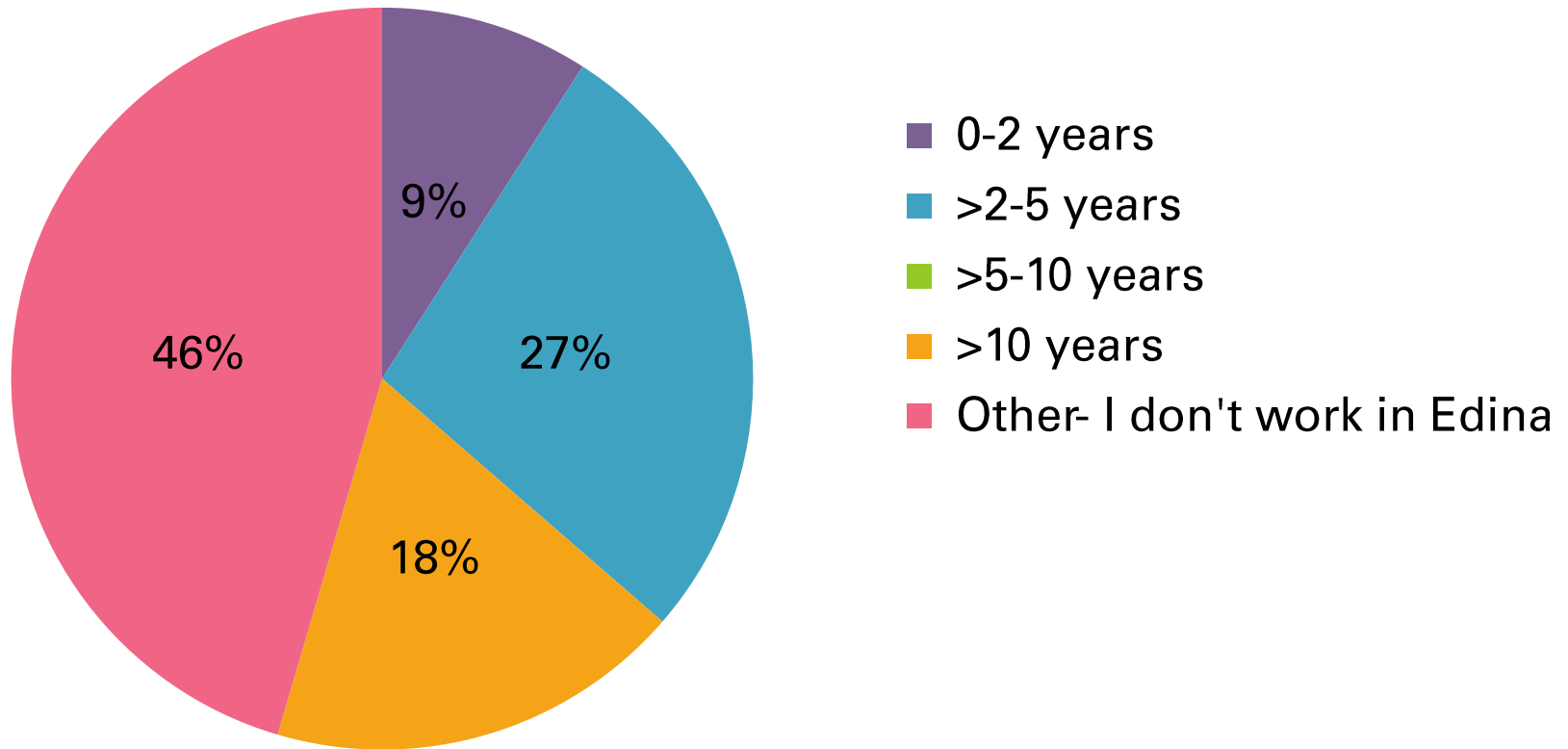


How long have you lived in Edina?

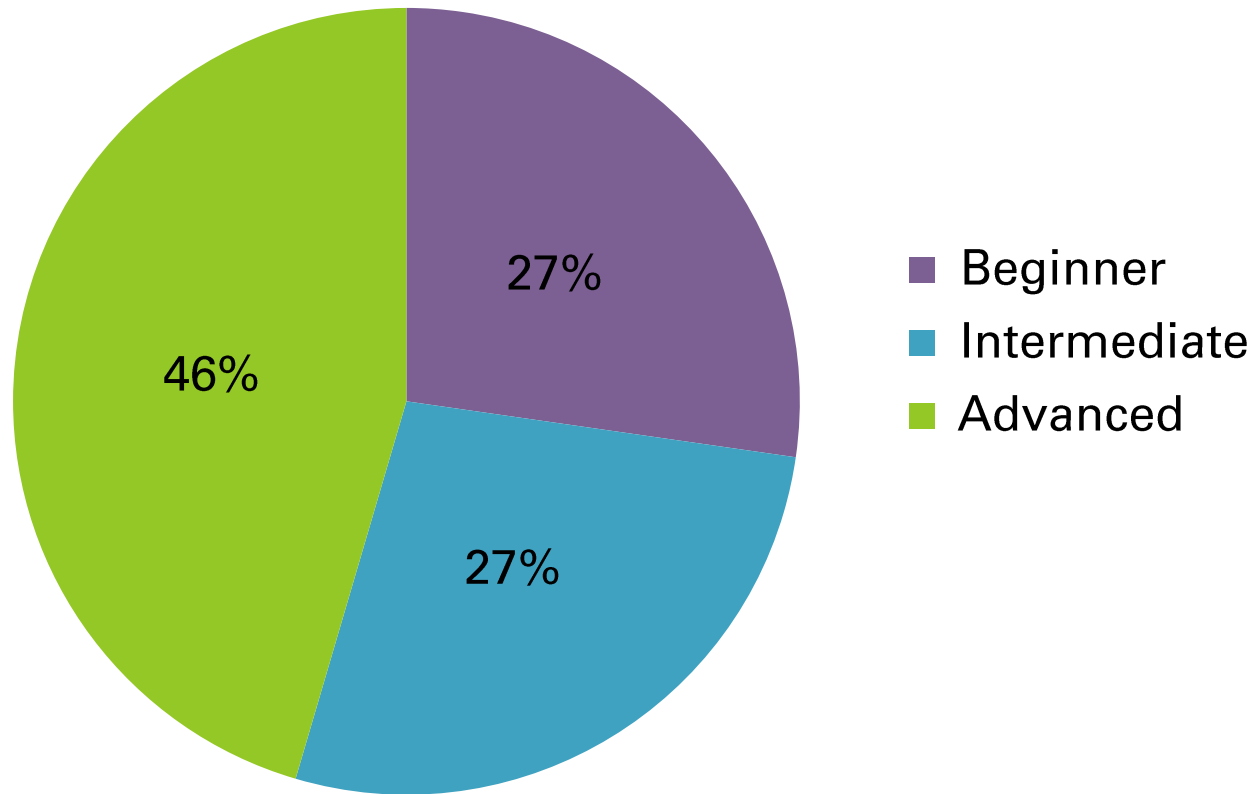


- 0-2 years
- >2-5 years
- >5-10 years
- >10 years
- Other- I don't live in Edina

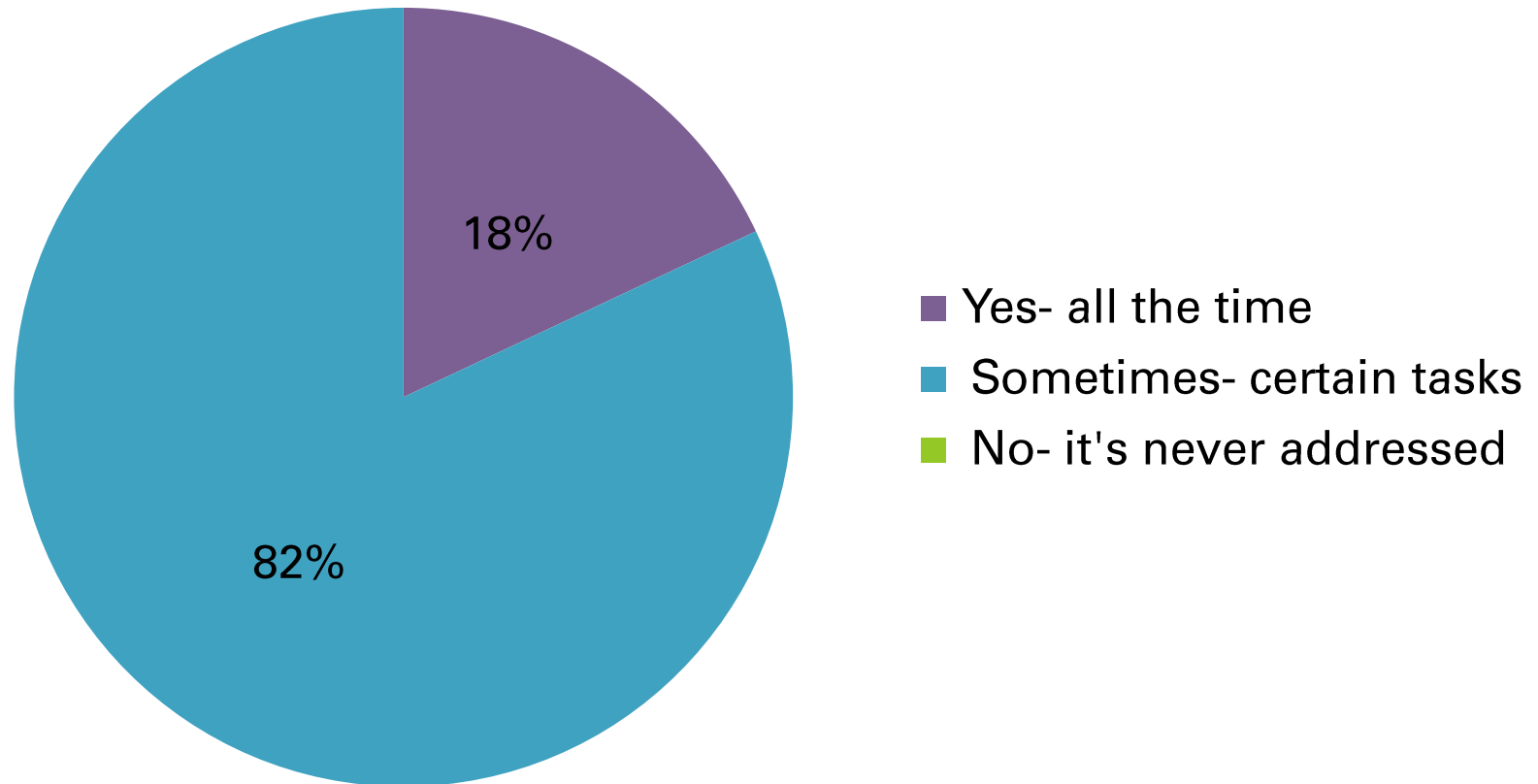
How long have you worked in Edina?



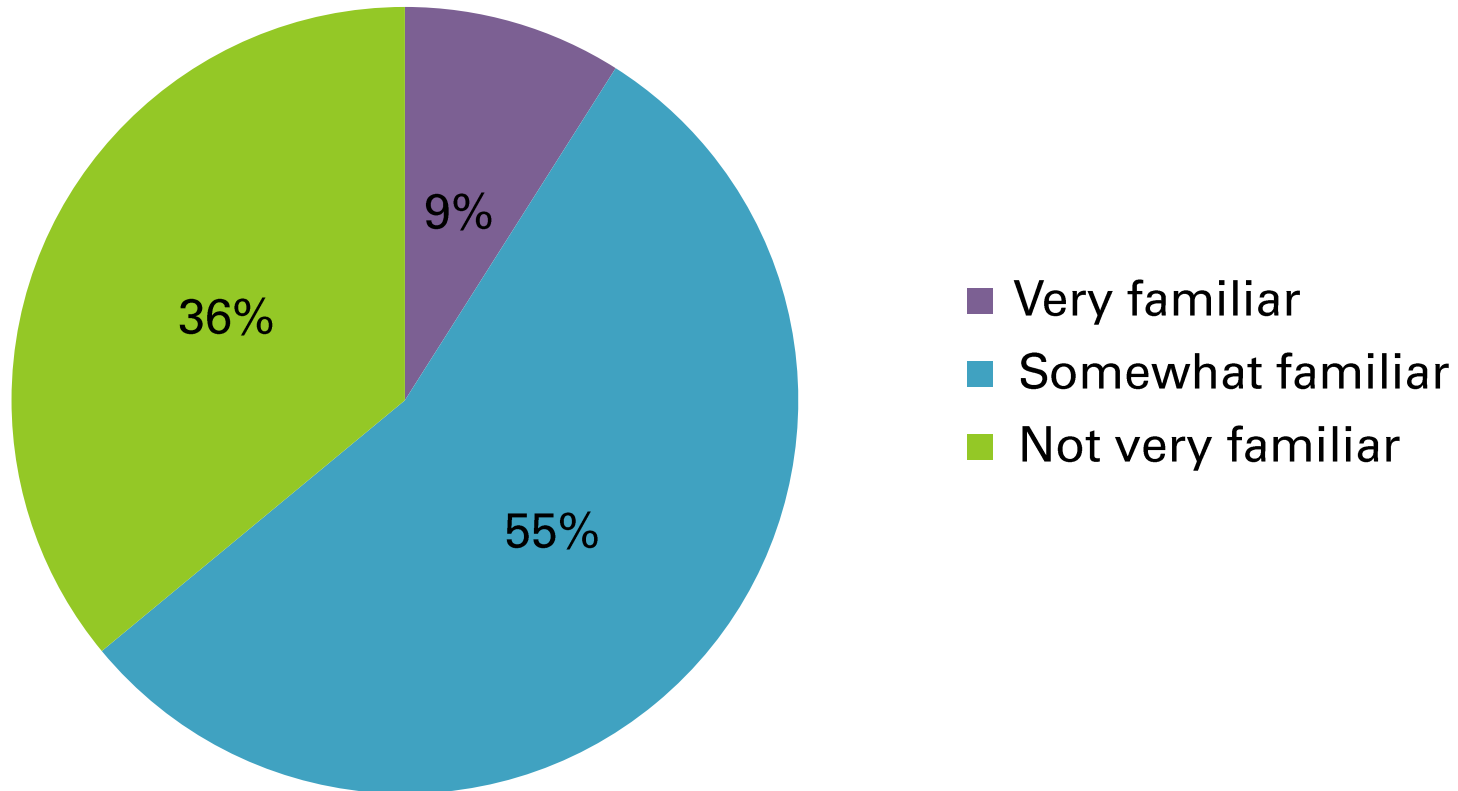
How would you define your energy literacy?



Do you consider energy as a part of your job?



How Familiar are you with Partners in Energy?



Introductions

Let's get to know each other:

- Name
- Why you're at the table (affiliation, resident, place of work)
- My time serving on this planning team will be well spent if...

Partners in Energy Contacts

Xcel Energy



**Tami
Gunderzik**



**Yvonne
Pfeifer**



**Michelle
Swanson**



**Jenny
Edwards**



**Emma
Struss**



**Sarah
Klauer**



**Ross
Bintner**

Community Facilitators

City of Edina



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What is Partners in Energy?



Partners in Energy Scope

Partners in Energy is a two-year collaboration with Xcel Energy to develop and implement your energy plan goals.

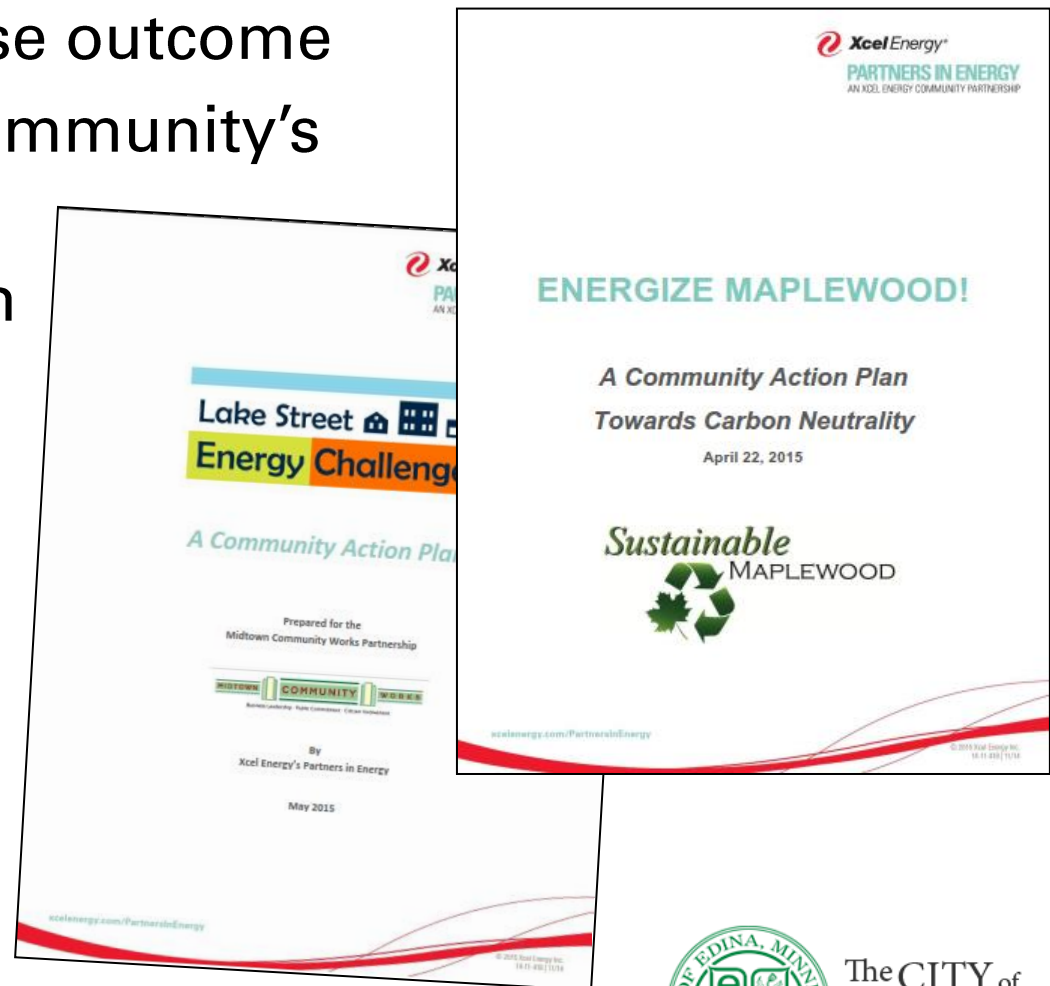
Xcel Energy provides tools and resources to enable community-driven energy planning and implementation.

Planning
(6 months)

Implementation
(18 months)

Energy Action Plan

- Ultimate planning phase outcome
- Plan for pursuing the Community's Energy Vision
- Guides implementation



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Other Community Examples



Energyize Your Home

Energyize Maplewood! Residential Energy Challenge

Challenge beginning this FALL, form or join a team NOW

Things to know:

- 6 month challenge sponsored by Maplewood and Xcel Energy
- You can form a team or join an existing team
- Through energy actions, tracking, and friendly competition participants will work to be the "biggest loser" and reduce their energy footprint- and get prizes for winning!
- All Xcel Energy customers are eligible to participate

For More Information:
www.ci.maplewood.mn.us/energychallenge

Saving energy and money is not a challenge for Maplewood resident Gene Mammenga who installed a retractable clothes line to dry clothes outside

XCEL ENERGY IS PLEASED TO PARTNER WITH YOUR COMMUNITY TO HELP YOU MEET YOUR ENERGY GOALS.

Residential Energy Challenge



Home Energy Parties

Photo by David Lee / CC BY



Focus on Renewable Energy

Photo by BlackRockSolar/ CC BY



Small Business Outreach

Photo by Tech Cocktail/ CC BY



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Xcel Energy's Goals

- Strengthen relationships with the community
- Better develop new resources to fit community needs
- Save energy and advance clean energy goals



Photo by Meet Minneapolis / CC BY



Photo by Tina Chen / CC BY



Photo by Tanner Ford / CC BY



Roles of the Xcel Energy Team

- Provide facilitation for the Energy Action Plan development
- Gather, process, and share data
- Actively learn more about customers' goals and needs
- Provide customized access to Xcel Energy programs and resources
- Encourage community throughout the process
- Provide transition into and support during implementation

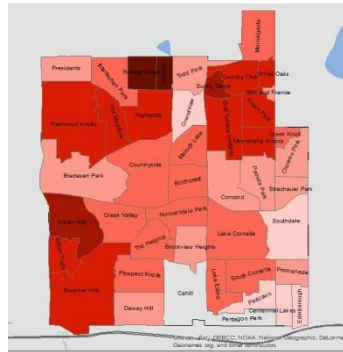


Resources for Planning

A variety of resources are available to support the planning phase.



**Facilitation
& Guidance**



Data



**Project
Management**



Resources for Implementation

A variety of resources are available to support the implementation phase.



Energize Your Home



Energize Maplewood's Residential Challenge

Challenge beginning this FALL, from 9 a.m. to 5 p.m. each day

Things to know:

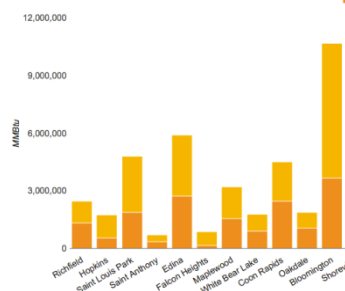
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Saving energy and money is not a challenge! For Maplewood resident Coco Moninger who installed a retractable clothes line to dry clothes outside.

Marketing and Communications



Data Tracking/ Measurement

[illegible]

Program Expertise



Project Management

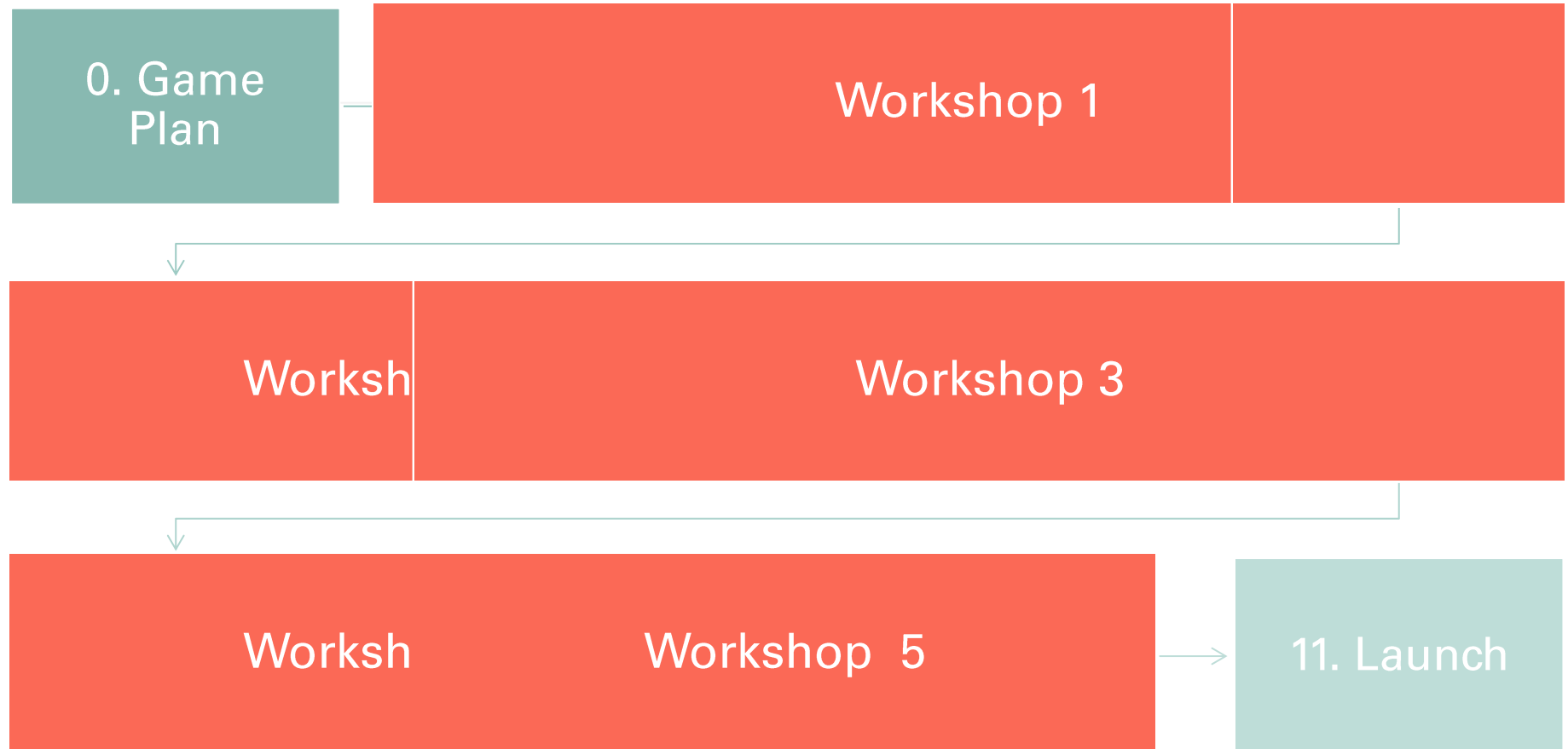
Other Participating MN Communities



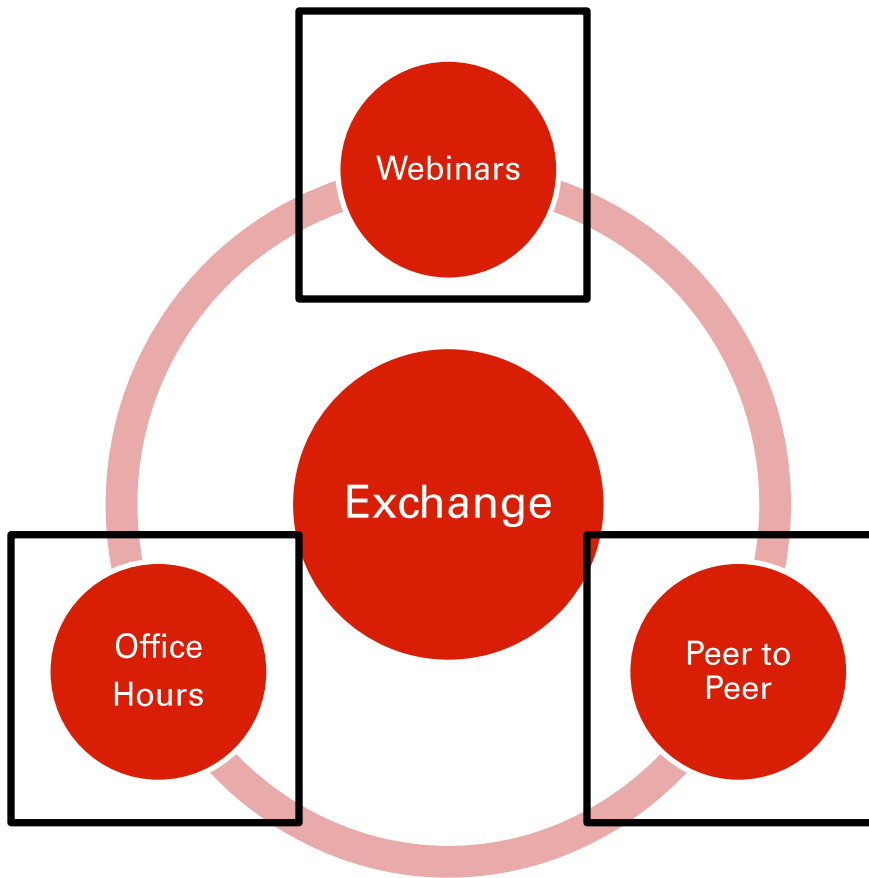
Planning Workshop Modules



Planning Workshop Modules



The Exchange



Exchange 2 Communities:

- St. Louis Park 
- Edina 
- Lafayette 
- Littleton 
- Summit County 

Upcoming Exchange

Webinar: **COMPASS Tool**

- November 11, 2015
- Watch for emails from VEIC to learn more
- *Prior Exchange Webinar Topic: Assessing Your Community Strengths*



Planning Team

Planning Team Roles

- Represent your organization (**Representative**)
- Be a critical eye for credibility, transparency, and accuracy (**Critical Thinking**)
- Be a conduit to your network (**Ambassador**)
- Actively participate and engage (**Team**)
- *Commit to help implement the Energy Action Plan*

Planning Environment

- Leave outside stresses, concerns, and agendas at the door, being fully present during planning sessions
- Practice respectful listening
- Embrace the Parking Lot idea
- Team mentality (team ownership of plan)
- Silence can be taken for consent with decisions

Questions?

Initial Baseline: Edina Profile

Edina's Residents

- **47,941 residents** in 20,672 households
- Median **income \$84,251**
- 4% of residents live in poverty
- Median **age of 45.2**

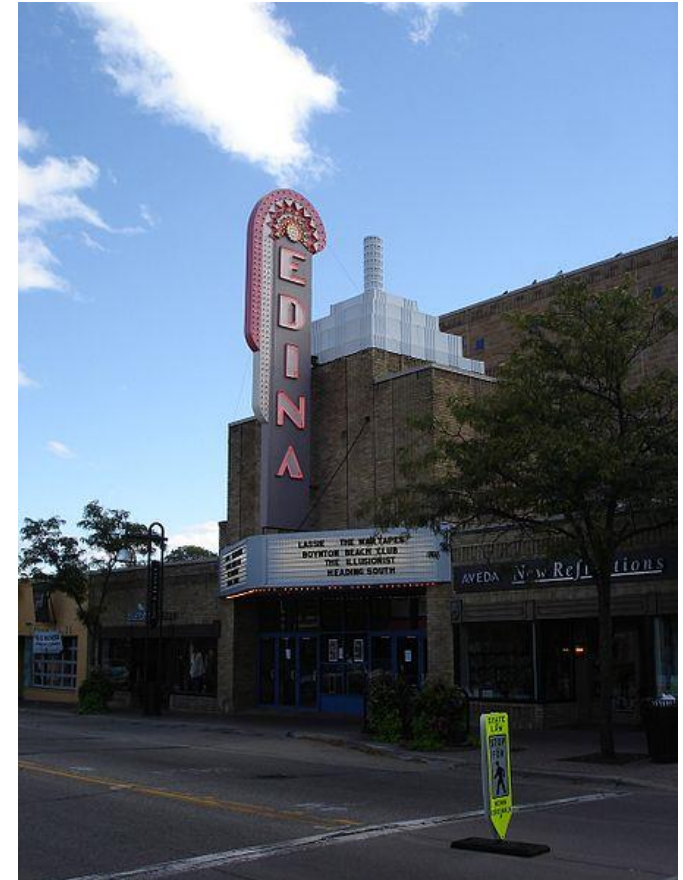


Photo by Gephart / CC BY



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Edina's Land



Photo by WilliamJGage / CC BY

- Footprint of **15.97 sq. miles**
- Land is **95% developed**
- **35 neighborhoods**
- 72% of residences are **single family homes**



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Edina's Businesses

- 400+ members of the Edina **Chamber of Commerce**
- **Edina Rotary Club** has 160 members
- **First enclosed mall** in the U.S. opened in Edina in 1956

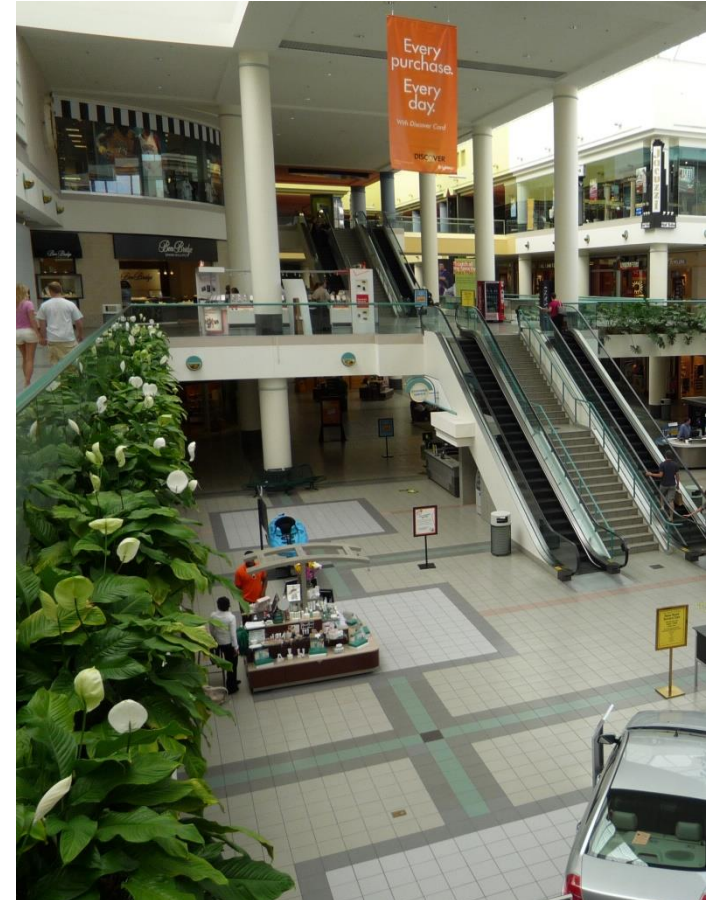


Photo by Bobak Ha'Eri / CC BY



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Edina Community Assets

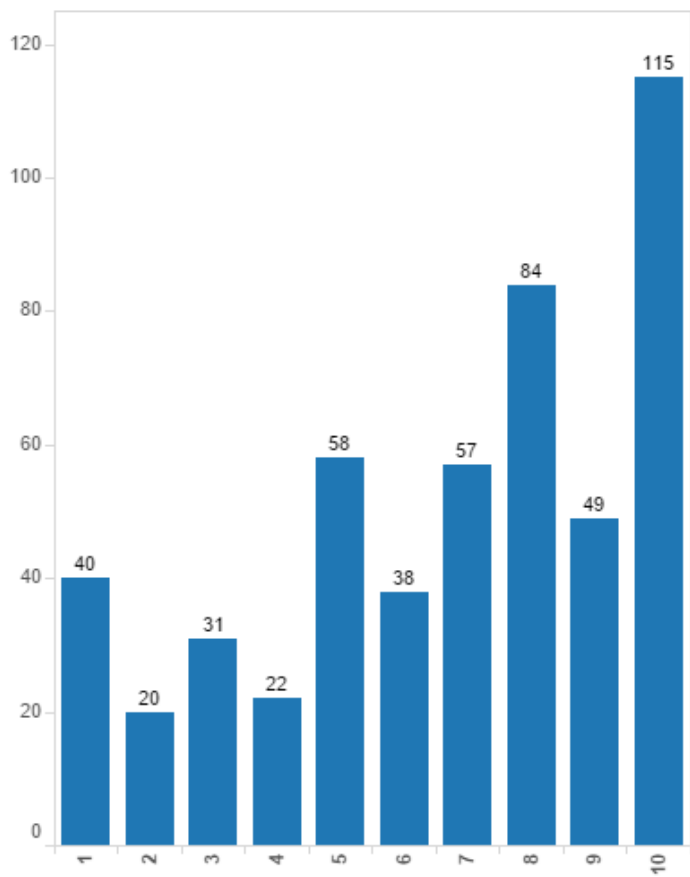


Photo by Gephart / CC BY

- Strong, well-funded **government programs**
- Active **business organizations**
- Influential **Energy and Environment Commission**
- Affluent population
- City government familiarity with **sustainability initiatives**

Community Survey

Technology and environmental awareness is changing the way houses can be built and how people can live in cities. In terms of environmental issues how would you like Edina to be 20 years in the future?



Age
(All) ▼

Gender
(All) ▼

Region of the City
(All) ▼

Tenure in the City
(All) ▼

Key:

1=Maintaining high quality traditional infrastructure and services.

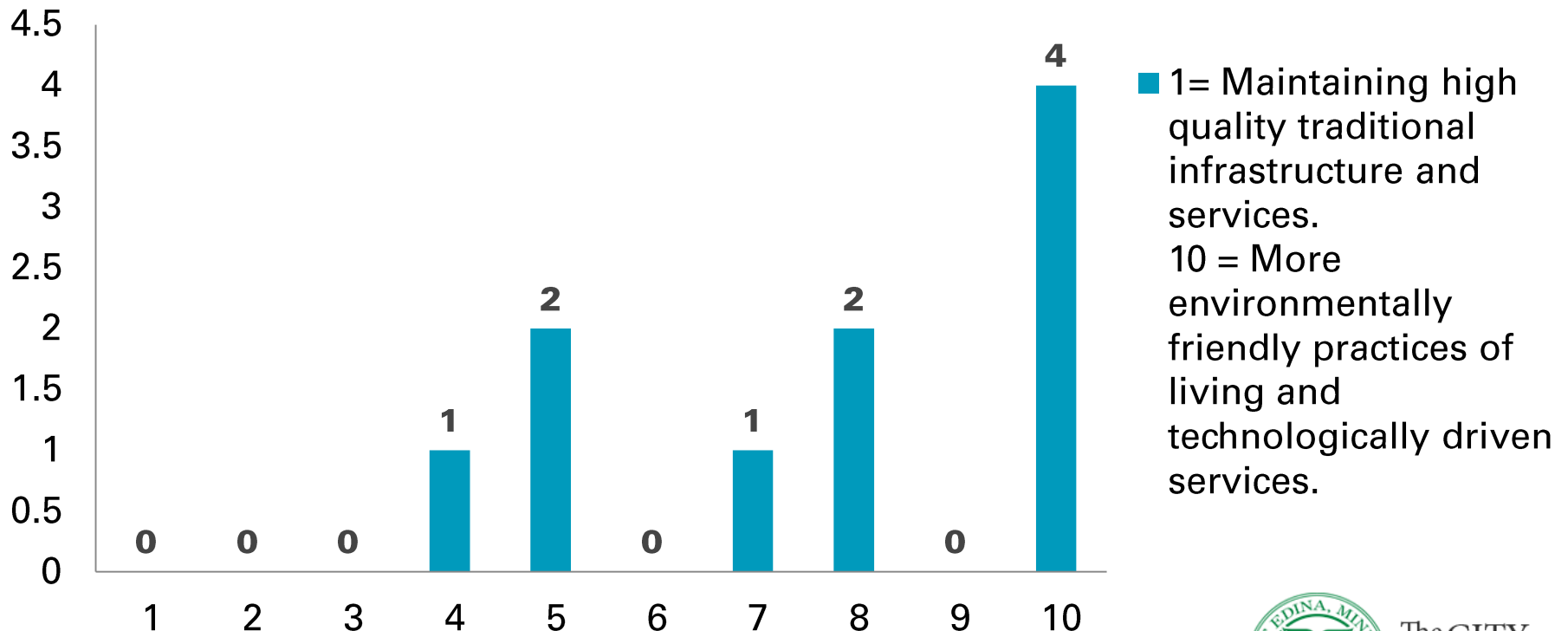
10=More environmentally friendly practices of living and technologically driven services



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Energy Action Team Survey

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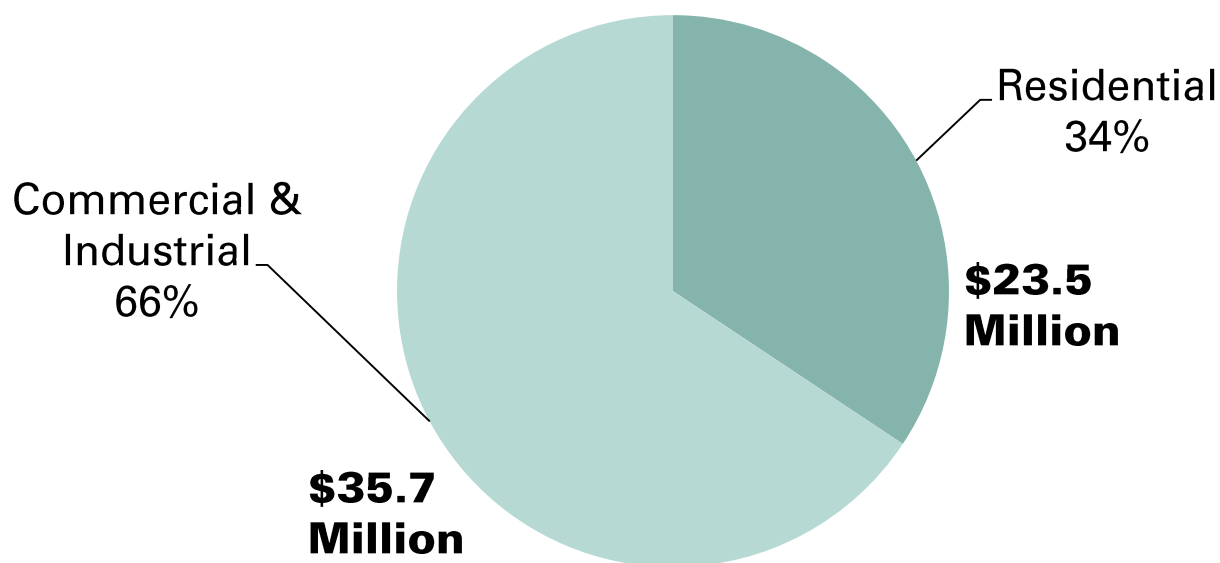
Initial Baseline: Energy Data

Data Can Help You!

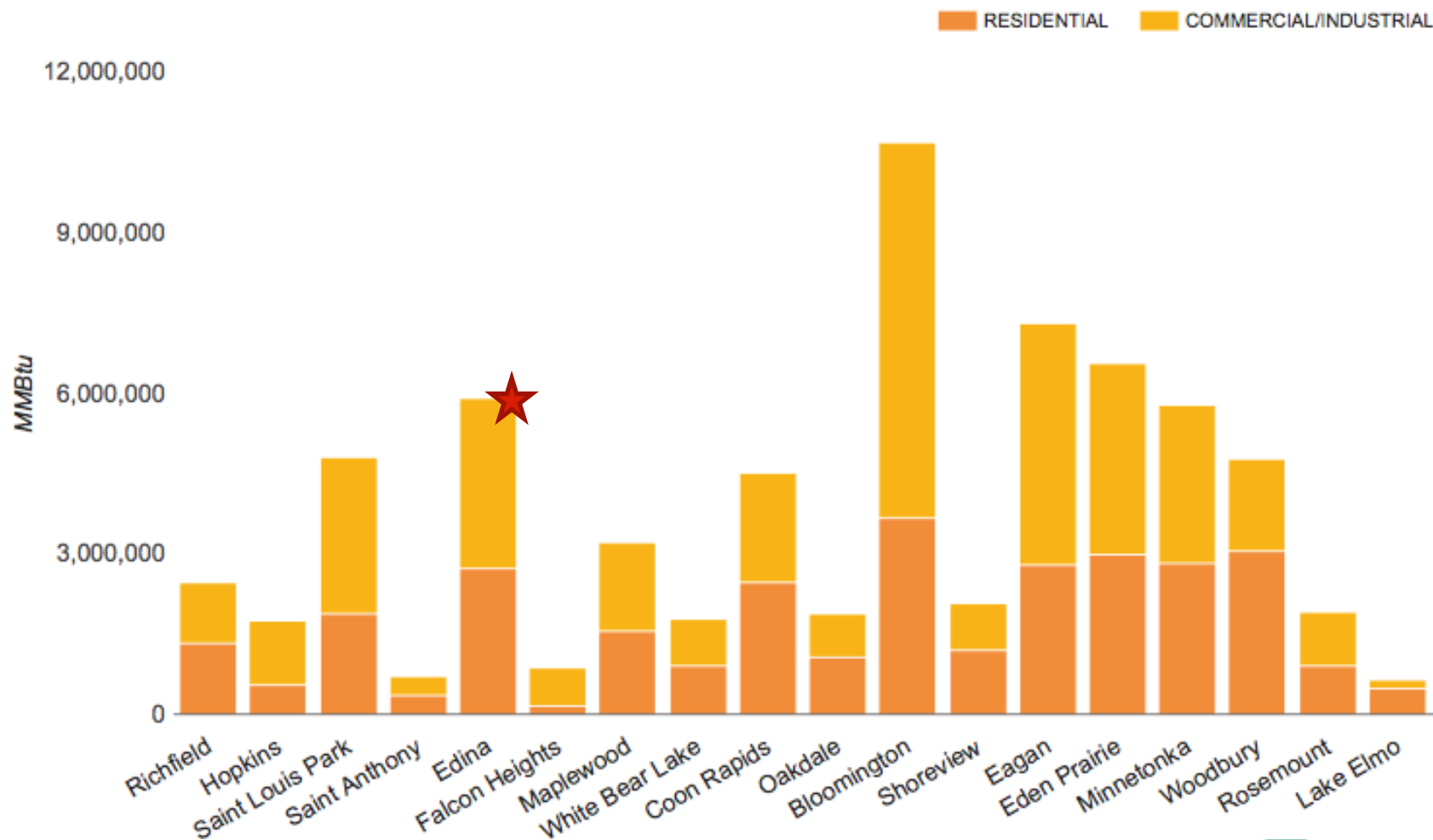
- Understand where energy is used in your community
- Understand past program participation
- Helps support goals and targets
- Scenario planning during the planning phase
- Tracking and reporting resource once plan is in implementation

Community Electricity Use

2014 Total Electricity Use 584 million kWh

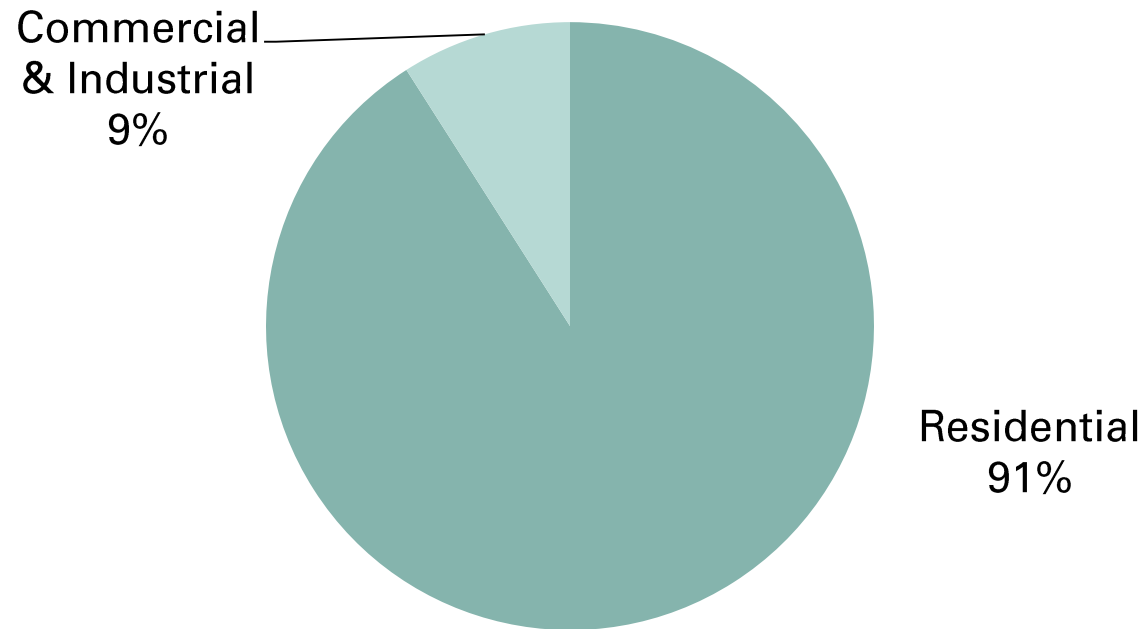


Community Comparison

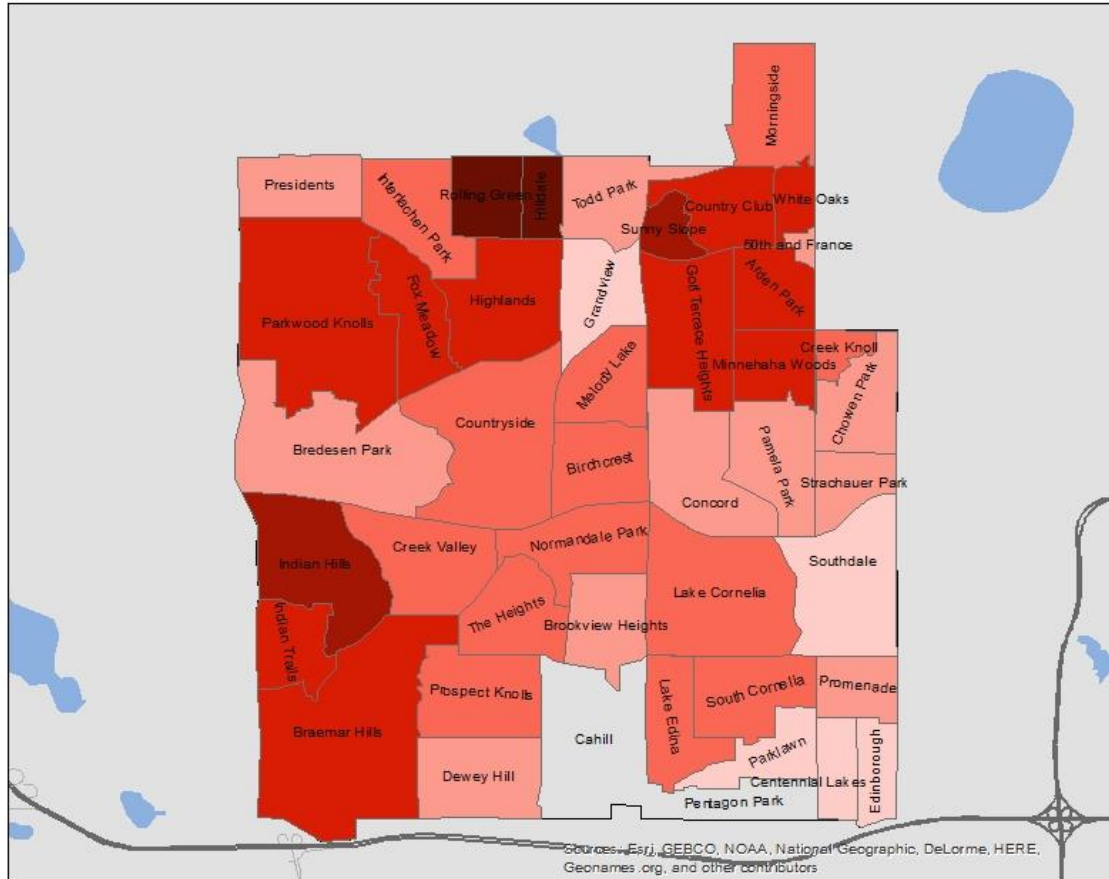


Customer Premises

2014 Premises 23,393 total



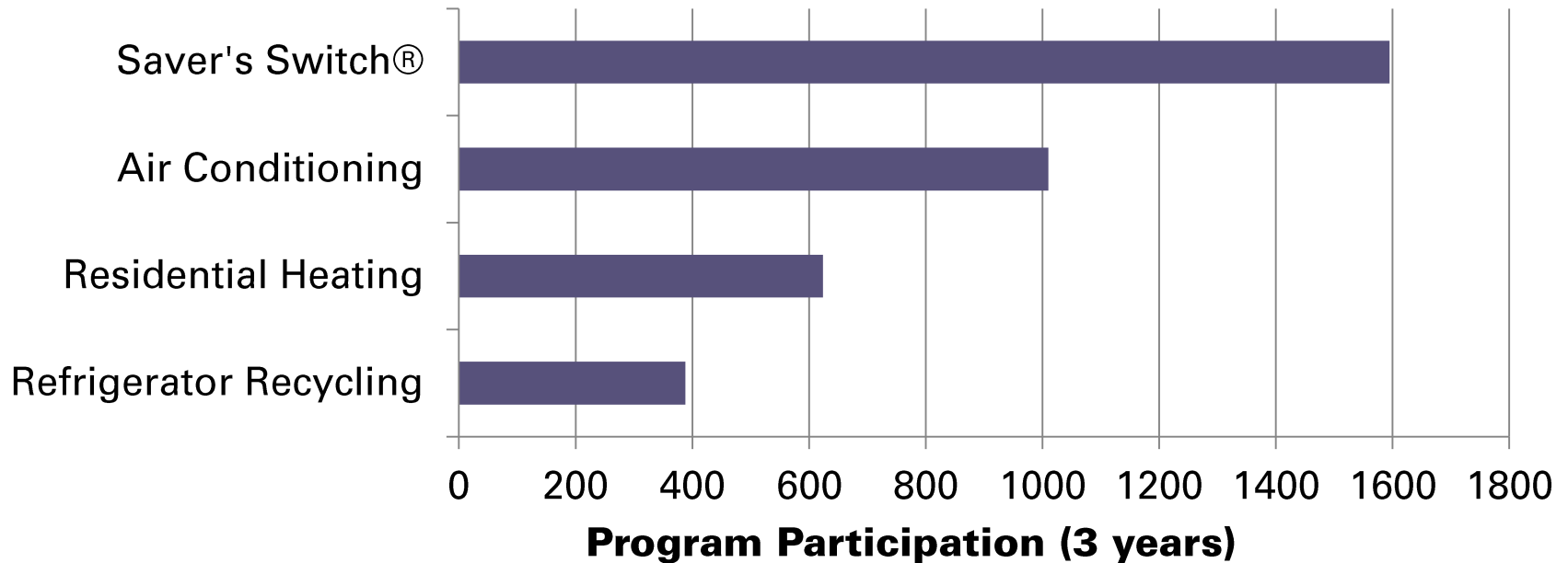
Residential Electricity Use



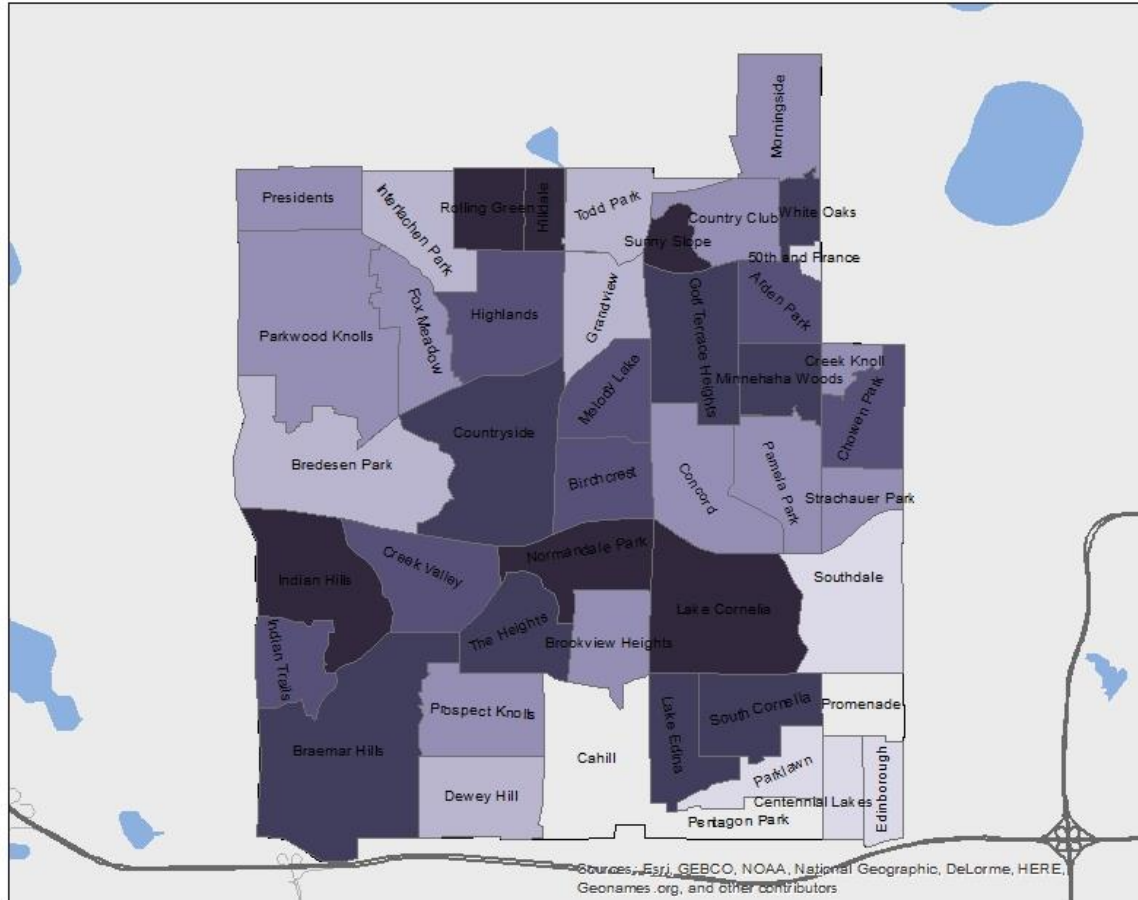
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Energy Efficiency Participation

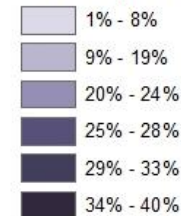
Largest Residential Programs



Residential Participation



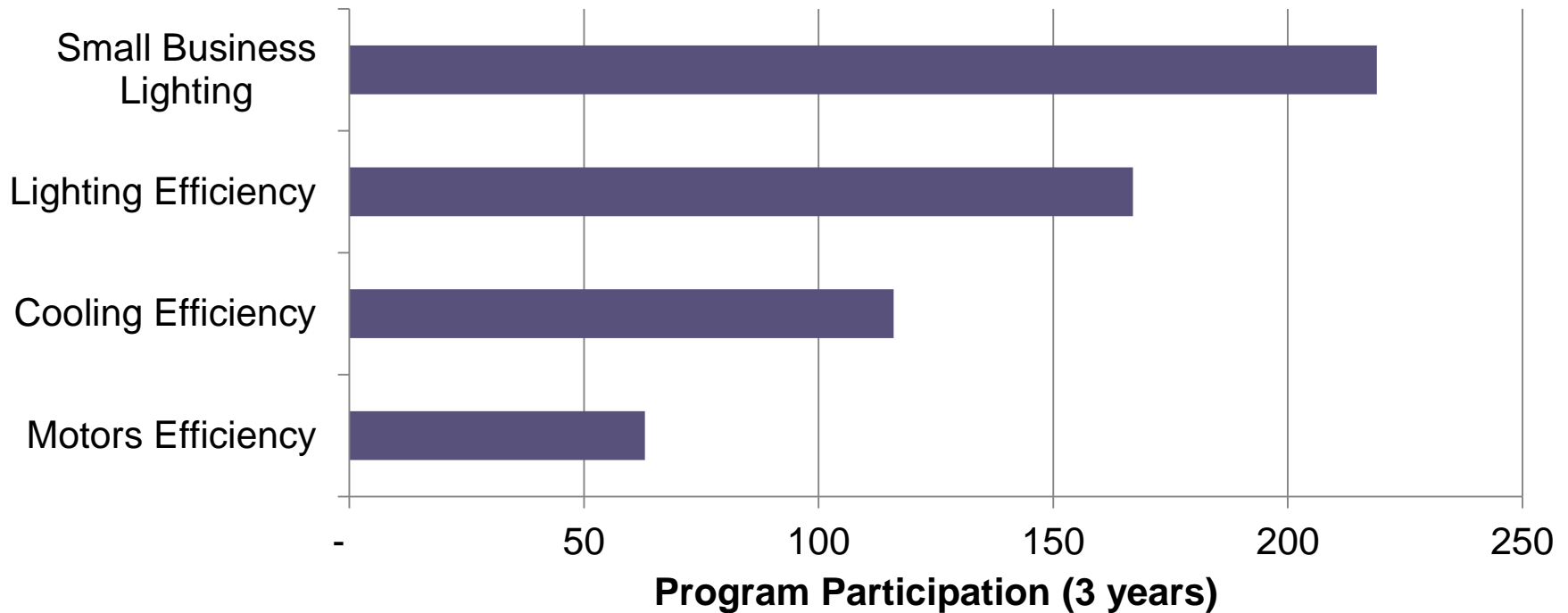
Residential Participation Benchmarked to Population



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Energy Efficiency Participation

Largest Business Programs



Renewable Energy

Program Participation (Past 3 Years)

	Residential	Business
Solar Programs	8	11
Windsor [®]	79	8

10 Minute Break



Past & Present Energy Initiatives



What Are Your Favorite Things?

Describe your favorite things about Edina and the community!

- What do you tell your friends to convince them to move to Edina? To work in Edina?



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Energy Visioning

**An energy vision is a
statement of the energy
future this effort will help
you work toward.**



Example Vision for United Way



We will be champions of our community,
empowering individuals and improving lives,
while striving for IDEALS that facilitate lasting,
positive change.

What is an Energy Vision?

- Serves as a North Star throughout the planning process
- Embodies an ideal that Edina will work toward throughout the six-month planning phase and 18-month implementation
- Provides a clear vision which will be used as a focusing tool



Visioning Activity

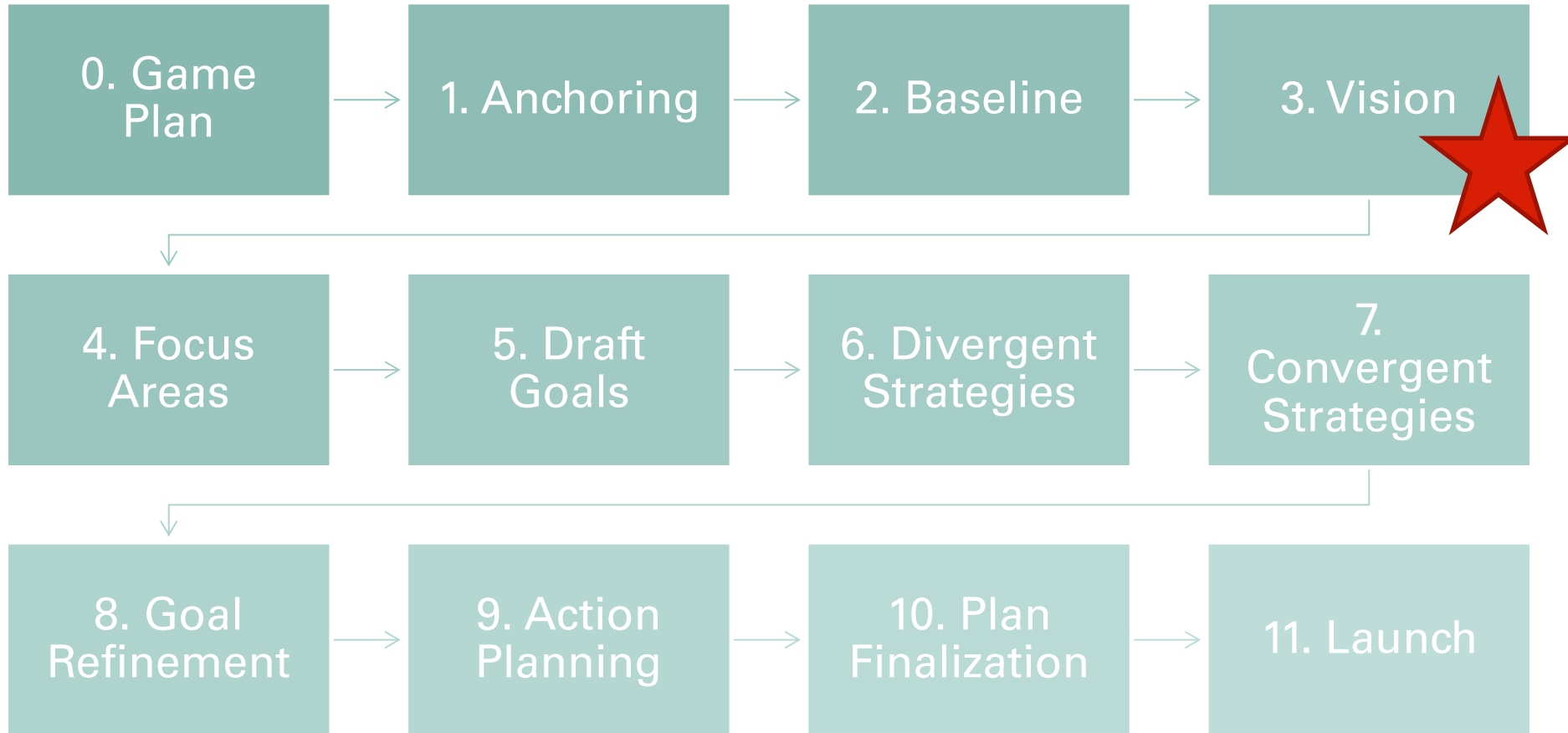


Summary of Objectives

- 1) Planning team members got acquainted
- 2) Offerings and roles are clearly explained
- 3) Data was discussed
- 4) Past and present energy efforts identified
- 5) Energy visions shared



Looking Forward



Before Next Time

- Workshop follow-up
- Visioning follow-up
- Webinar: Nov. 11
- Email Sarah (sklauer@mncee.org) with any questions



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